

## Heritage Bulletin #4: Signage & Design Guidelines in Heritage Areas

NPS National Heritage Areas

[www.cr.nps.gov/heritageareas/](http://www.cr.nps.gov/heritageareas/)

June 2004

The following survey describes the status of signage programs in various heritage areas. For more information on a particular signage program, contact the person listed. For more information on this survey, contact Suzanne Copping, NPS National Heritage Areas, [suzanne\\_copping@contractor.nps.gov](mailto:suzanne_copping@contractor.nps.gov) or call 202-354-2221.

<b>Area</b> <b>Guidelines</b> <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Contact</b>	<b>Yuma (Arizona)</b> Guidelines for Interpretive Display System integrated into <i>Yuma Crossing NHA Management Plan</i> (2002)  No funding Charles Flynn, 520.343.8744
<b>Area</b> <b>Guidelines</b> <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Contact</b>	<b>Cache la Poudre River (Colorado)</b> Design guidelines integrated into management plan Developing 19 wayside exhibits Use NPS funds managed by Rocky Mountain National Park that area assigned to the Heritage Area KVO Industries, Santa Rosa, CA Susan Calafate Boyle, 970.225.3565
<b>Area</b> <b>Guidelines</b> <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Contact</b>	<b>Quinebaug &amp; Shetucket (Connecticut/ Massachusetts)</b> No Developing a signage program  Charlene Cutler
<b>Area</b> <b>Guidelines</b> <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Contact</b>	<b>Augusta (Georgia)</b> Not yet  Rebecca Rogers
<b>Area</b> <b>Guidelines</b> <b>Status</b>   <b>Coordination</b> <b>Funding</b> <b>Coordination</b> <b>Contact</b>	<b>Illinois &amp; Michigan (Illinois)</b> No guidelines or concept plan—a way-finding packet is available Canal Corridor Association (CCA) has been implementing regional signage for 8-years. CCA's logo is meant to represent the region -About 120 signs on the driving tour, 85 mile markers along the canal—DNR, which owns the canal, has interpretive signage at parking lots in 18 areas, and CCA uses one side of the triad for interpretation There are no agency logos on the park signs, providing for a seamless identity system. The common CCA identity covers the region, and is not paired up with other agency logos. State tourism provides grants to CCA, which matches funding 50/50 with other grants, local funds, and fundraising People approach CCA with requests for signage—priority is first come, first served Canal Corridor Association believes lack of design guidelines allows CCA and communities more flexibility and gives CCA more control over the final design Ana Koval, 312.427.3688
<b>Area</b> <b>Guidelines</b>  <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Contact</b>	<b>Silos and Smokestacks (Iowa)</b> <i>Signage Design Guidelines</i> (2004), includes sections on process, terminology, type faces, international symbols and logos, on interpretive and wayfinding signage, and on art features, computer graphics, standards, color, and maintenance. In process of implementing TE funding and state highway funding Guidelines available on CD Candy Streed, 319.234.4567
<b>Area</b> <b>Guidelines</b> <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Contact</b>	<b>Cane River (Louisiana)</b> In development  Design Consultant: Lees-Dawson Associates Nancy Morgan
<b>Area</b>	<b>Essex (Massachusetts)</b>

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<b>Guidelines</b>	<i>Sign Standards Manual Overview</i> —(35 pages, includes specs)—a future phase will better coordinate way-finding with major sites. Signage types include scenic byways blazes, interpretive panels, signage at railroad stations, historic farms, and trailheads, and community welcome signs
<b>Status</b>	Awaiting bid from state for 300-400 additional signs—since way-finding signs have been installed, individual sites/ communities now approach Essex to request signage.
<b>Funding</b>	Communities maintain priority lists and signage must comply with local guidelines. ISTEA enhancements and state funding—Essex asks for matching funding from partners' sources
<b>Coordination</b>	Small signs such as directionals do not have room for partners' logos. ENHA emphasizes to partners that logo represents the area, not the commission—larger interpretive signs have a band at the top and bottom with room for a series of logos. Two regional planning agencies are involved in sign implementation
<b>More Info</b>	Maintenance after installation is a challenge.
<b>Contact</b>	Annie Harris/ Allie Lytle, 978-740-0444
<b>Area</b>	<b>Blackstone River Valley (Massachusetts/ RI)</b>
<b>Guidelines</b>	<i>Environmental Graphics Program – Design Guidelines</i> (1997), designed by Selbert Perkins Design Collaborative, Inc.
<b>Status</b>	-Sign Types: Directional (trailblazers etc.), Interpretive (low profile / upright waysides), Site Identification, TIS radio system -Total # of existing signs: 400 -Installed: Phase I installed in 1996, Phase II – III ongoing -Maintained by: John H. Chafee Blackstone River Valley National Heritage Corridor Commission (Commission) via cooperative agreements with state DOT's, municipalities and others -Current Status: Ongoing
<b>Funding</b>	Design and initial fabrication funded by the Commission, maintenance/replacement funded by partners
<b>Coordination</b>	Numerous partners involved via cooperative agreements, regional acceptance of logo with very wide distribution. Partners include DOT's, DEM's, municipalities & Chamber's of Commerce
<b>Contact</b>	Mark C. Jewell, Outdoor Recreation Planner, 401.762.0250
<b>Area</b>	<b>MotorCities (Michigan)</b>
<b>Guidelines</b>	In process of developing a family of designs for multiple applications
<b>Status</b>	Goal to have six wayside exhibits installed summer 2004. Working closely with Sue Pridemore/ NPS Midwest Regional Office on this
<b>Funding</b>	Looking for funding from MDOT and T-21
<b>More Info</b>	
<b>Contact</b>	Mark Pischea, 313.259.3425
<b>Area</b>	<b>Hudson (New York)</b>
<b>Guidelines</b>	Not yet but in near future
<b>Status</b>	
<b>Funding</b>	
<b>More Info</b>	
<b>Contact</b>	Rosemary Keegan
<b>Area</b>	<b>Blue Ridge (North Carolina)</b>
<b>Guidelines</b>	
<b>Status</b>	
<b>Funding</b>	Secured funding for initial phase of design from the Federal DOT
<b>More Info</b>	
<b>Contact</b>	Betty Huskins
<b>Area</b>	<b>Ohio and Erie CanalWay (Ohio)</b>
<b>Guidelines</b>	<i>State of the Canalway and Communications Plan</i> (on CD)
<b>Status</b>	In implementation stage
<b>Funding</b>	
<b>More Info</b>	Communications packet on CD
<b>Contact</b>	John Houser, jhouser@ohioeriecanal.org
<b>Area</b>	<b>Delaware and Lehigh (Pennsylvania)</b>
<b>Guidelines</b>	Signage and way-finding design guidelines
<b>Status</b>	Over 200—cost-share with partners to update signage

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<b>Funding</b>	Includes interpretative panels, trailside, informational and way-finding. Way-finding along highways limited because PennDOT has never approved the plan and standards - thus they have not allowed signs within their right of ways
<b>Coordination</b>	Variety of sources including National Endowment for the Arts, PA Heritage Parks, Commission fund and local groups
<b>Contact</b>	Permit small logos of the sign funders, partner site, and D&L in the upper right corner of the sign. Try to limit to 3-4 logos, but some signs have more Allen Sachse, 610.923.3548
<b>Area Guidelines Status</b>	<b>Lackawanna (Pennsylvania)</b> Has a Signage and Wayfinding Program complete with guidelines and specifications The Program began with a planning effort in the mid-1990's and the majority of the signage installation throughout the Lackawanna Heritage Valley was done from 1997-1999. The Program now includes approximately 90 signs including: directional, site identification, interpretive, historical markers, kiosks, church markers, and trail signage/markers. Maintenance/follow up for damaged signs difficult – funding to maintain signs hard to come by and responsibility for signs not always taken by municipalities who now “own” them.
<b>Funding</b>	Various funding sources including Transportation Enhancements (federal), PA. Heritage Parks Program, NPS, and local sources
<b>More Info Contact</b>	Signage program and design by The Springwood Group, <a href="http://www.thespringwoodgroup.com">www.thespringwoodgroup.com</a> Jesse Ergott, <a href="mailto:jergott@lhva.org">jergott@lhva.org</a>
<b>Area Guidelines Status</b>	<b>Oil Region (Pennsylvania)</b> Currently preparing a Regional Signage Plan. Installation will occur in phases, starting with I-80 signage (half of the funding coming from Pennsylvania DCNR, with some matching funding from Oil Heritage Region Tourist Promotion Agency), then U. S. Routes 8, 62, and 322 (half the funds from PA DCNR on hand), and then U. S. Routes 27, 36, 227, 257 (half the funds from PA DCNR on hand)
<b>Funding</b>	3/4 by Pa. DCNR in Pa. Heritage Parks Program, and 1/4 by a local charitable trust
<b>More Info Contact</b>	Designer: Meeker and Associates, Donald Meeker, principal Marilyn Black, 814.677.3152
<b>Area Guidelines Status</b>	<b>Pocono Mountains (Pennsylvania)</b> Statewide way-finding signage system in process Designing system in cooperation with PENNDOT--area is within a "signage region"
<b>Funding</b>	Statewide signage trust--awaiting funds
<b>More Info Contact</b>	<a href="http://www.poconowayfinding.org">www.poconowayfinding.org</a> has way-finding toolbox Mathilda Sheptak, <a href="mailto:mathilda@poconos.org">mathilda@poconos.org</a>
<b>Area Guidelines Status</b>	<b>Rivers of Steel (Pennsylvania)</b> Not yet Small grant to do a study for a signage program—have spoken with Silos and Smokestacks, Cane River and Wheeling to ask what firms they worked with and to describe the scope of work they put out for their RFPs
<b>Funding</b>	
<b>More Info Contact</b>	Jan Dofner, 412.464-4020
<b>Area Guidelines Status</b>	<b>Schuylkill River (Pennsylvania)</b> <i>Schuylkill River Trail and Schuylkill River Water Trail Master Sign Plan</i> (2004) includes a Schuylkill River Land and Water Emergency Response Location System, a Master Wayfinding Plan and Signage System and an Implementation Plan (available at <a href="http://www.schuylkillriver.org">www.schuylkillriver.org</a> , under “Studies and Reports”) Currently developing a sign schedule matrix and interpretive and community way-finding sign design template This phase addresses identity and branding issues to make the Heritage Area logo more visible at trail sites and existing heritage sites. Implementation will occur in phases—first along the river, followed by signage on land to link land and water features, and finally the throughout the larger region to include interstates and major state roads. The river is the signage base-line/ spine and signs are being developed and installed out from the river in stages. The water trail along the river will include markers at landings, bridges, communities and include an emergency numbering system. The land trail will include directional information to the river, its communities and historic and cultural resources.
<b>Funding</b>	Planning paid for with public and private funding. Not sure yet how implementation will be

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<b>Contact</b>	funded; perhaps PA DCNR's Community Conservation and Partnership Program, matched with funds from the NHA Sue Fordyce (sfordyce@schuylkillriver.org)/ Kurt Zwinkl (kzwinkl@schuylkillriver.org)
<b>Area Guidelines</b> <b>Status</b> <b>Funding</b> <b>Coordination</b> <b>Contact</b>	<b>Valley Forge (Pennsylvania)</b> No Signs for <i>Patriots or Traitors</i> ; identification signage Valley Forge Convention and Visitors Bureau Incorporates the Patriots or Traitors logo, the Valley Forge CVB name, Council of American Revolutionary Sites (of which all the sites were members) and the site name Linda Riley (Valley Forge Convention and Visitors Bureau), 610.834.7990
<b>Area Guidelines</b> <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Coordination</b> <b>More Info</b> <b>Contact</b>	<b>South Carolina (South Carolina)</b> Signage/ way-finding plan completed July 2004 112 interpretive signs total, 56 by end of summer 2004--no way-finding installed yet State of SC--DOT Location nominations recommended by regional committees (4+ counties) and approved by the overall board. Localities supply basic text and images for signs Because this is a rural area, there is not much tourism or resistance to a signage program or the NHC logo. Local involvement is integral to decision-making and content. Guidelines: Selbert Perkins Design George Estes gastes@scprt.com
<b>Area Guidelines</b>  <b>Status</b>  <b>Funding</b> <b>Coordination</b>  <b>Contact</b>	<b>Shenandoah (Virginia)</b> Yes--addresses logo, color scheme, signage template, and brochure template which area encourages partners to use. The way-finding system is under development and piggybacks on Virginia Civil War Trails. Way-finding and interpretive in process. Has put out a request for bids to fabricate identity signage to be installed this summer or fall Used NPS-appropriated funds, TEA-21 funds, and state appropriation Signage incorporates the National Historic District logo and color scheme. Interpretive signage combines VA Civil War Trails signs with NHD logo. In some cases, if the site is owned by others the signage is a mix of the NHD logo and graphics and the site's logo Howard Kittell, 540.740.4543
<b>Area Guidelines</b>  <b>Status</b> <b>Funding</b> <b>More Info</b> <b>Contact</b>	<b>Wheeling (West Virginia)</b> Way-finding system currently being revised to reflect new identity master plan--design guidelines first developed in 1989 In process of designing and installing wayside signs along bike/jogging trails Wheeling Heritage allocated funds in 1996 from its special allocation funds Have incorporated a repair/replacement sustainability fee into the system Hydie Friend, 304.232.1812